



April 2014

Produce World reaches out to local community

PW Butterwick, Produce World Group's brassica site, is hoping to extend its community impact initiatives this year with a number of planned activities. As one of the major employers in the Boston area, Produce World believes it has a responsibility to give something back to the local community.

PW Butterwick is growing and producing vegetables such as cauliflowers, broccoli, cabbages and Brussels sprouts.

One of the organisations in the local area that the vegetable grower is supporting is The Evergreens, Boston Mayflower supported housing unit. The Evergreens can be found in School Lane, Butterwick. The housing complex consists of 21 flats aimed at elderly residents and underwent a renovation in 2012. The site has 24 hour management staff, communal living space, guest facilities and garden space.

Residents at The Evergreens recently received a number of vegetable boxes from the site at Butterwick. Debbie Fletcher, Warden of The Evergreens, said: "We hope this supply of veg boxes can continue. We are very grateful to Produce World for the fresh produce and hope to use them as raffle prizes at fundraising events and also as part of our monthly hot food days".

Jacky Gray, a member of the senior team at P W Butterwick, said: "We are planning to supply each Evergreen resident with a vegetable box once a month. If we can contribute to the well-being of the residents through donating our produce, it will make this project very worthwhile. We are also looking into other opportunities for us to help the residents."

The Evergreens hold a few fundraising events throughout the year where PW Butterwick veg boxes will be used as prizes.

Jacky continued: "We are looking to carry out many more activities this year to help the local community. One of the planned activities is for volunteers from Produce World to help Boston Borough Council in the Big Boston Clean Up in April. All of our staff are looking forward to getting involved".



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About Produce World Group

Produce World Group is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe. It is a privately owned business, founded by the Burgess family in 1898, and the family ethos and values remain in place. The Produce World Group business is customer and category focused and it is an industry leader in sustainable and responsible agronomy, growing and lean supply chain management.

Its sourcing is a combination of produce from its own farming division Burgess Farms, joint-ventures, and collaborative working with dedicated grower groups, supplying a variety of root vegetables, potatoes, brassicas, alliums, and organic produce to leading retailers, food service and manufacturing customers.

In September 2013 Produce World Group featured in primetime TV programme Harvest in a bid to raise consumer awareness of how the nation's food gets from field to fork. The Produce World Group also secured three finalist slots at the 2013 Re:refresh awards for its CSR work, employee engagement and team management. Other successes include winning the Treading Lightly Waitrose Way Award, acknowledging the work Produce World Group does with innovative irrigation techniques.